**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection**

**Data collection by forms**

1. **Prior to online forms how was data collected?**

Prior to online forms, organisations collected data by asking customers to fill out hard copy paper forms. The data collected via these forms would then be typed by the data-entry operator who would transfer the data onto databases. The data-entry operator would validate the acquired data to ensure the entered data was correct.

1. **What were the problems with this method of collection?**

By using hard copy forms the customers has to wait for the forms to be sent out, and then take the time to fill out a form and send it back to the organisation. This method is very time consuming and also has the possibility to contain poor hand writing of which can be illegible.

**Direct data collection**

**Reasons why organisations acquire data via websites:**

1. **Describe four advantages or reasons why organisations directly acquire data from customers.**
   * There is little to no waiting
   * Easier to collect legible, accurate and relevant data.
   * No issues of illegible handwriting
   * Time zones, hours open are no longer a problem
2. **What is a potential problem with direct access?**

A customer can input incorrect data and it won’t necessarily be picked up by electronic validation.

**Why Supply data via Websites?**

**Purchasing of goods and services**

* + 1. **Who is of most benefit of purchasing this way?**

Being able to purchase goods and services via the internet is of benefit to individuals who are housebound, such as elderly or sick or those with young children. People who are time-poor would benefit from the purchasing goods and services this way.

* + 1. **What is meant by time-poor people?**

People who struggle to fit ordinary things into their day as they are busy working days and sometimes nights.

**Feedback**

1. **What is the nature of feedback sought?**

Requiring or wanting feedback can be varied, but is about an organisation wanting feedback about a program they have launched, products or services. The organisation could also want feedback on product research, marketing or to see how their brand is doing in general.

**Online Voting**

Traditionally voting has been conducted using pen and paper, though with the advancement of technology, different methods of voting are being employed such as electronic and online voting.

**Social Networking**

Social networking sites offer a virtual place where users can communicate with family and friends, rather than meeting in a physical form.

**Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95

**Data Acquisition Software**

1. **Explain the nature of PHP**

Hypertext pre-processor, PHP, is general purpose scripting language that is used on web servers used to create dynamic webpage content.

1. **What is a dynamic webpage?**

A dynamic webpage is one that changes as requested by the user.

1. **Give examples of dynamic webpages.**

* Google Earth
* Google Maps

1. **How does JavaScript differ from PHP and ASP?**

Both PHP and ASP are used in making webpages dynamic and are mainly used on the server side of things whereas JavaScript is primarily used on the client side.

1. **Back-end tools**

Back-end tools are used by organisation to show statistics about the types of users who visits their website. Programs such as cPanel and Google Analytics are used to provide this type of information

1. **Describe the nature of a cookie.**

A cookie is a small file that a web server stores on a user’s computer.

1. **What information does a cookie typically contain?**

Cookies contain data about the user, such as their email address and web-viewing preferences.

1. **How can cookies be misused?**

Cookies can be used as spyware. They can be used to track people leading to privacy issues

1. **What is spyware?**

Spyware is a flat file that collects small amounts of information about users without their knowledge. It collects information about the users online activities, sited visited, the installation of additional software and the redirection of webpages.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**PROTECTION OF RIGHTS**

**Security Protocols**

1. **Describe the nature of TLS and SSL**

Transport Layer security, TLS, and its predecessor Secure Socket Layer, SSL, are protocols used to provide security for communication on the internet.

1. **What is the role of HTTPS software?**

Hyper Text Transfer Secure, HTTPS, provides encryption and security in terms of identification of the sever.

1. **Which port does HTTPS use? How does this compare to HTTP.**

URL’s using HTTPS begin with https:// and use port 443, whereas URL’s using HTTP begin with http:// and use port 80.

**Privacy Policies**

1. **What is the role of privacy policies?**

The role of a privacy policy is to show who information collected about individuals and organisations will be used and how to whom it will be shared with.

1. **What data must a privacy policy contain?**

The privacy policy must include details about what data is collected and how it is going to be used.

**Shipping and Returns Policy**

1. **What is the role of these policies?**

The role of this policy is to assist customers with how to proceed should the order not meet their satisfaction.